

ESTTA Tracking number: **ESTTA110672**

Filing date: **11/20/2006**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Phillips-Van Heusen
Granted to Date of previous extension	11/19/2006
Address	200 Madison Avenue New York, NY 10016 UNITED STATES
Attorney information	Edward E. Vassallo Fitzpatrick, Cella, Harper & Scinto 30 Rockefeller Plaza New York, NY 10112 UNITED STATES khogan@fchs.com

Applicant Information

Application No	78705174	Publication date	05/23/2006
Opposition Filing Date	11/20/2006	Opposition Period Ends	11/19/2006
Applicant	Town & Country Apparel 14 Loring Road Hopkins, MN 55305 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Clothing, namely Coats, Jackets, Pants, Shorts, Blouses, Shirts, Sweaters, Ski Pants, Ski Bibs, Caps, Gloves, Mittens, Underwear, Vests, Scarves, Ties, Suspenders, Socks, Shoes and Boots

Attachments	Class 25 Bass Hunter Notice Final Version PDF.pdf (34 pages)(3133583 bytes)
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Signature	/edward e. vassallo/
Name	Edward E. Vassallo
Date	11/20/2006

PHILLIPS-VAN HEUSEN	-X	
CORPORATION,	:	
	:	Serial No.: 78/705,174
Opposer,	:	
	:	Opposition No.: N.Y.A.
v.	:	
	:	
TOWN COUNTRY APPAREL,	:	
	:	
Applicant.	:	
	-X	

NOTICE OF OPPOSITION

In the matter of pending trademark application Serial No. 78/705,174 for the mark BASS HUNTER (hereinafter “Applicant’s Mark”) for “clothing, namely coats, jackets, pants, shorts, blouses, shirts, sweaters, ski pants, ski bibs, caps, gloves, mittens, underwear, vests, scarves, ties, suspenders, socks, shoes and boots” in International Class 25, published on May 23, 2006 and filed by Town Country Apparel d/b/a Outdoor Adventure Products (hereinafter “Applicant”), with a business address at 14 Loring Road, Hopkins, Minnesota 55305, United States, Phillips-Van Heusen Corporation (hereinafter “PVH”), with a business address at 200 Madison Avenue, New York, New York 10016, United States, believes it will be damaged by the registration of such trademark for such goods and hereby opposes same.

The grounds for opposition are as follows:

1. PVH is one of the world's largest apparel companies and markets, itself or through licensees, a variety of goods including clothing and footwear as well as perfume, leather goods, jewelry and eyewear, under its own brands, which include BASS and G.H.

BASS as well as VAN HEUSEN, CALVIN KLEIN, IZOD and ARROW, and its licensed brands, which include GEOFFREY BEENE, KENNETH COLE NEW YORK, REACTION KENNETH COLE, BCBG MAX AZRIA, CHAPS, DONALD J. TRUMP SIGNATURE COLLECTION, and SEAN JOHN.

2. More precisely, PVH is the successor to G.H. Bass & Co., which commenced doing business in the United States of America in 1876. G.H. Bass & Co. was acquired by PVH in 1987 and was merged into PVH in 1996. PVH conducts a business for footwear and clothing through its G.H. Bass & Co. division, using the distinctive BASS, G.H. BASS and G.H. BASS & CO. trademarks (collectively, the “BASS Marks.”)

3. Goods bearing the BASS Marks have had a reputation for high quality, craftsmanship and durability since George Henry Bass, from whose name the marks are derived, started the business in 1876. Since that time, the brand has enjoyed a rich history. The business began in footwear, the first BASS shoes having been designed for workers cutting trees and working in the logging industry. Over the years BASS shoes developed a reputation as fine quality, handcrafted casual footwear. In 1936, PVH’s predecessor developed BASS WEEJUN shoes – leather upper, leather soled penny moccasins that remain a staple in the collection today and are footwear icons worldwide. Many a famous person has worn BASS WEEJUN shoes, notably James Dean and Michael Jackson. G.H. Bass & Co. developed the boots that were worn by Admiral Byrd on the journeys discovering and exploring Antarctica and the South Pole, and the boots that Charles Lindbergh wore on the first transatlantic airplane crossing. Also, G.H. Bass & Co. made golf shoes worn by Bobby Jones. In the 1950s and 1960s, BASS footwear

enjoyed huge success and was the standard “uniform” of college students also wearing Dickies chinos and Gant oxford shirts.

4. In addition, a successful line of BASS apparel has been launched, photos of which are attached as Exhibit 1.

5. BASS is now stronger and more widely marketed than ever, and is a top-selling footwear brand in the United States. PVH’s products have been sold and marketed under the BASS Marks, both in the United States and internationally, in various retail stores. There currently are approximately 230 BASS factory outlets selling apparel, accessories and footwear under the BASS Marks, which have become famous and renowned by consumers. To further promote products sold under the BASS Marks, PVH owns two web sites, www.bassshoes.com and www.pvh.com. Representative pages from these websites are collected at Exhibit 2.

6. PVH owns numerous trademark registrations and pending applications in International Class 25 for the BASS Marks, in the United States and throughout the world. Among its many U.S. registrations are the following:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BASS & Design	1,509,533	October 18, 1988
G.H. BASS & CO.	2,508,532	June 18, 2002
BASS	2,590,122	July 9, 2002
G.H. BASS	2,682,644	February 4, 2003
BASS AMERICA G.H. BASS & COMPANY	3,172,087	November 14, 2006
BASS BODY & SOUL G.H. BASS & CO. SINCE 1876	78/287,412	

Copies of the particulars of these U.S. trademarks are attached as Exhibit 3. Certified copies of the registrations for these trademarks will be made of record during PVH's testimony period.

7. Prior to the filing date of the application opposed herein, PVH adopted and used the BASS Marks for the various goods covered by the registrations listed above (as well as by its other applications and registrations). As a result of such use, PVH has developed a distinctive style and quality of products that the general public throughout the United States associate with the BASS brand. The BASS-branded products have been so successful that worldwide annual sales of BASS products since 1999 have totaled in excess of \$50 million at wholesale.

8. In connection with its use of the BASS brand, PVH's licensees have extensively advertised its products sold under the trademarks, spending considerable time, effort, and money, both in the United States and internationally. Examples of such advertising include television and print advertisements as well as billboards and advertisements on taxicabs in New York City. With regard to print advertisements, PVH's licensee advertises its BASS Marks in numerous well-known newspapers and magazines, some of which are distributed internationally. For example, it advertises its BASS Marks in the Wall Street Journal, The New York Times, Vogue, GQ, Marie Claire, Esquire and Sports Illustrated, in addition to various department store catalogs both in the United States and throughout the world. BASS products also receive publicity in a number of innovative ways. For instance, BASS products were recently featured in at least two episodes of the cable television series "Big Love" on the HBO network.

9. As a result of the sales, advertising and promotion by PVH's licensee of products bearing the BASS Marks, those trademarks have become exclusively associated with PVH. Furthermore, as a result of this exclusive use, PVH has acquired an eminent reputation and valuable goodwill in the BASS Marks throughout the United States as well as internationally.

10. Applicant's Mark is confusingly similar to PVH's BASS Marks in the overall commercial impression it imparts on consumers, and is likely to cause confusion, mistake or deception among the buying public with regard to source if registered for the particular goods identified in the application opposed herein.

11. Applicant's Serial No. 78/705,174 is directed to the mark BASS HUNTER. Forming a part of this overall mark is PVH's own mark BASS, appearing prominently at the beginning of BASS HUNTER. It is therefore likely that consumers will mistakenly believe that goods sold under Applicant's BASS HUNTER mark likewise emanate from PVH.

12. In addition, the goods listed in the application are either identical or similar to the goods identified in PVH's registrations.

13. Because the BASS Marks and the goods sold by PVH under those marks are exclusively associated with PVH, the registration of Applicant's similar mark for goods identified in PVH's registrations will cause confusion in the minds of the public, leading the public to believe that Applicant's goods emanate from PVH or that PVH is in some way associated with or connected to Applicant, when no such relationship exists.

14. Upon information and belief, the products upon which Applicant has alleged it intends to use the mark BASS HUNTER, in the ordinary course, pass through

at least some of the same channels of trade, and are sold to the same class of consumers, as the products identified in PVH's registrations for BASS and sold under PVH's BASS Marks.

15. Accordingly, registration of Applicant's Mark for the goods listed in its application will likely cause consumers to be confused, mistaken or deceived as to the source, origin or sponsorship of Applicant's goods, to believe that Applicant is in some way related to PVH, and/or to believe that Applicant's products marketed under the opposed mark are marketed with the consent, permission or authorization of PVH.

16. For the foregoing reasons, PVH will be damaged by the registration of Applicant's alleged mark.

17. For the foregoing reasons, Applicant is not entitled to registration of its alleged mark BASS HUNTER, and is not entitled to the exclusive use thereof.

Respectfully submitted,

Dated: November 19, 2006

Edward E. Vassallo
FITZPATRICK, CELLA, HARPER
& SCINTO
30 Rockefeller Plaza
New York, New York 10112
(212) 218-2100

Attorney for Opposer,
Phillips-Van Heusen Corporation

EXHIBIT 1





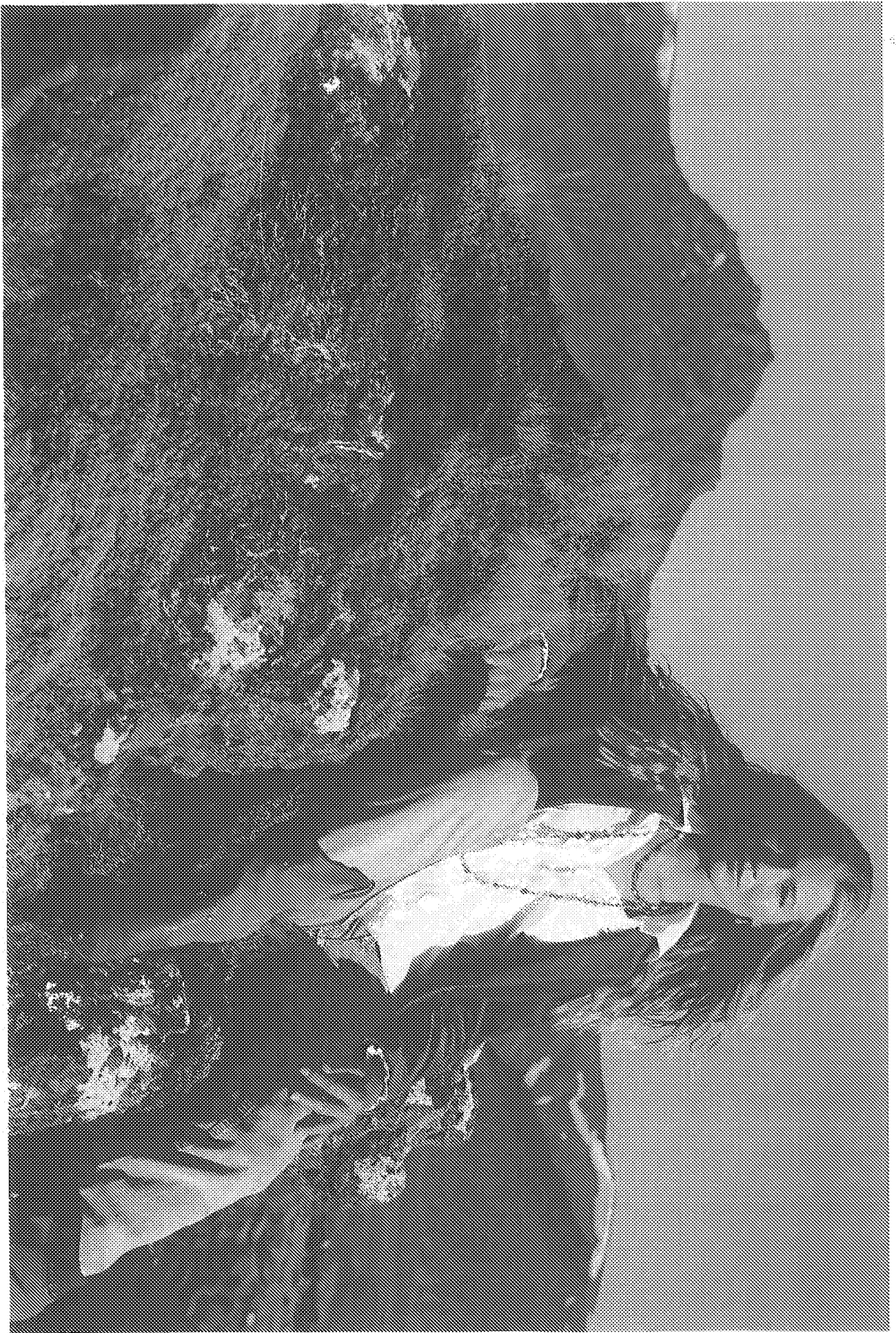
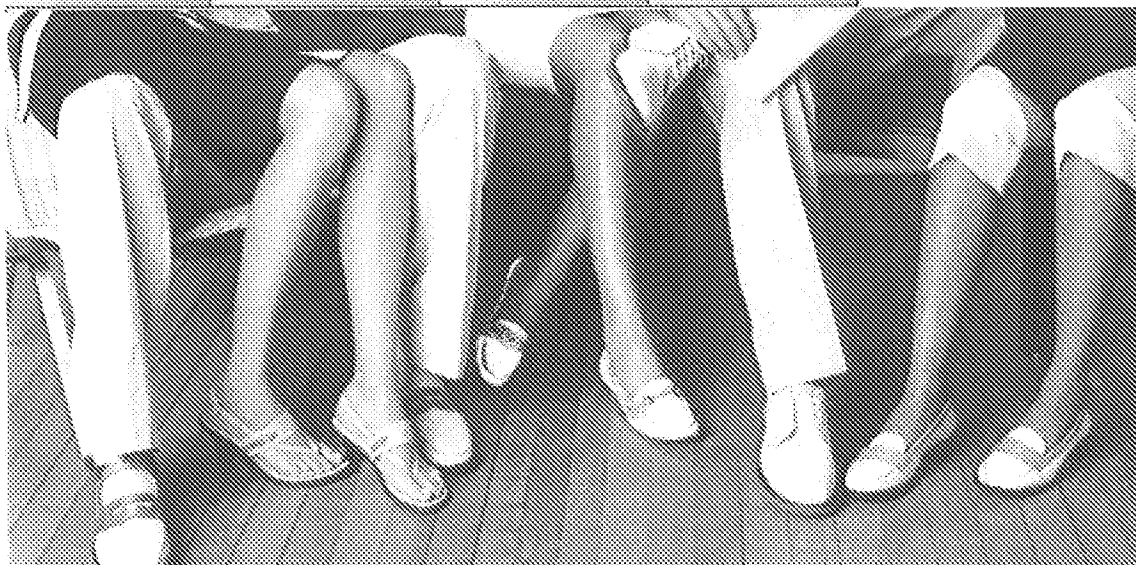


EXHIBIT 2

Bass

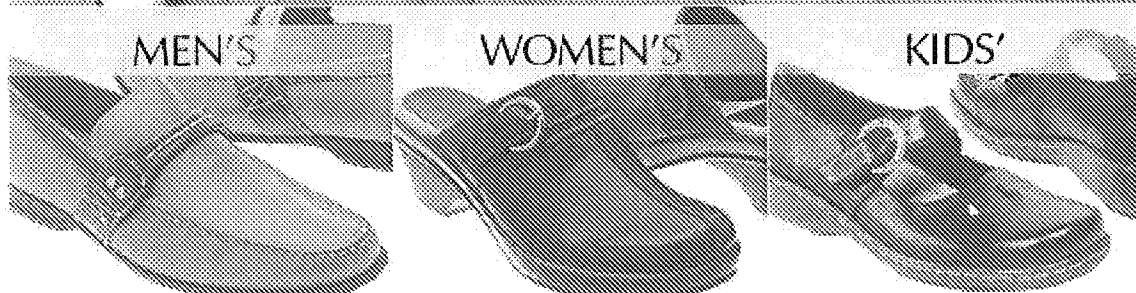
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[WOMEN'S](#)
[KIDS'](#)
[SALE](#)
[SEARCH](#)
[GO](#)


Introducing the all-new

Bass Weejun™ Collection

Featuring Bass Flex™ comfort technology, gel heel cushion and premium leather linings.

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Shoes worthy of the G.H. Bass label reflect today's latest looks, without overlooking wearability.

Whether you're shopping for men's shoes, women's shoes or kid's shoes, you'll find eye-catching styles designed with full days in mind. Our styles fit you and the things you do. Classic, all-purpose styles like our original loafers go everywhere. Tailored work looks transform plain into polished. Weekend casuals, from sandals to thongs to slip-ons, keep your feet happy while you're on your own time.

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Bass

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[MEN'S](#)

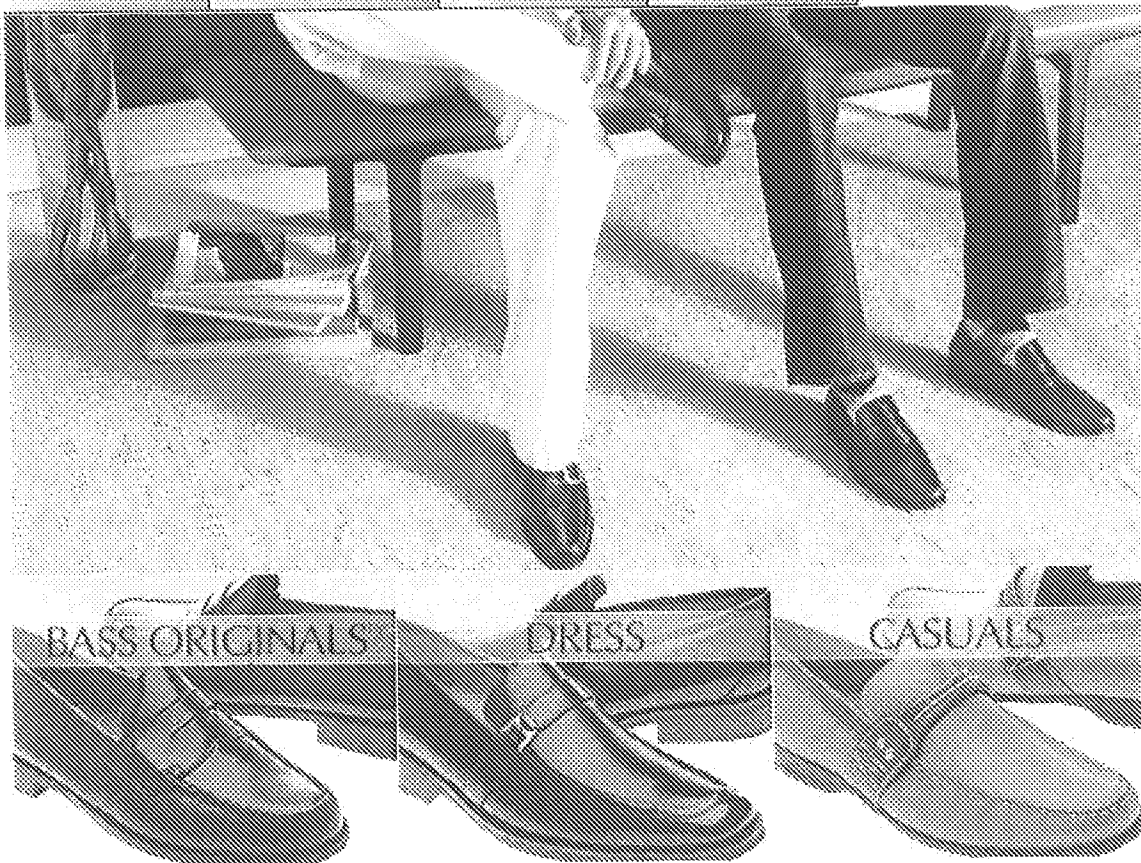
[WOMEN'S](#)

[KIDS'](#)

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Men's Shoes

Men's Shoes

Ranging from refined to rugged, the season's selection offers easy-to-wear styles suitable for any occasion that inspired your way.

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[WOMEN'S](#)

[KIDS'](#)

[SALE](#)

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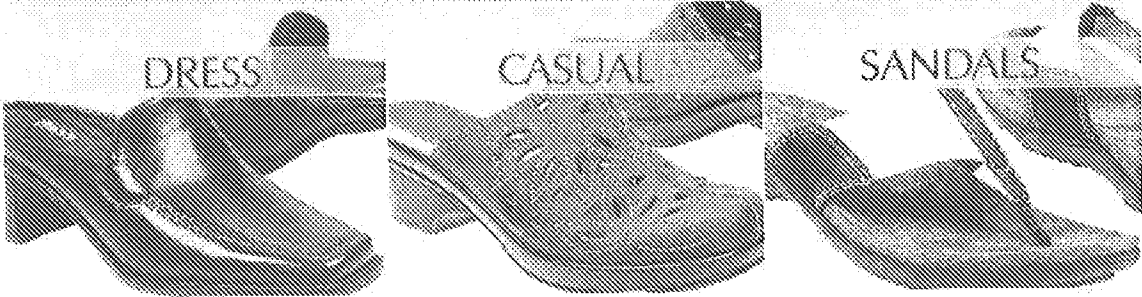
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DRESS

CASUAL

SANDALS



Women's Shoes

Enhance your life and your style with Bass. Our selection is wearable, wonderful, and works easily into your wardrobe.

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Bass

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[MEN'S](#)

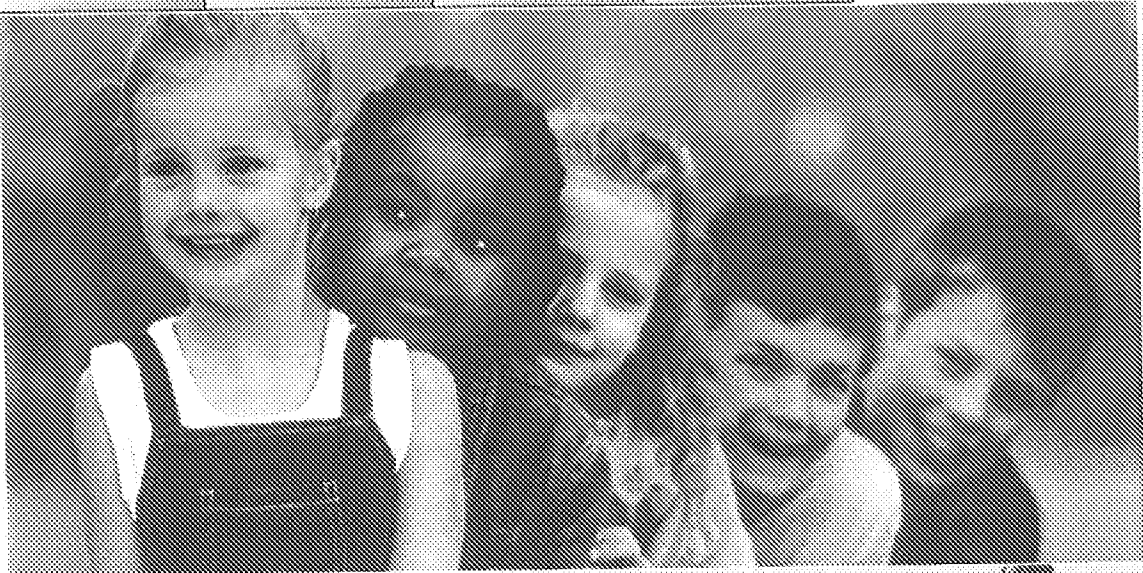
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Kids' Shoes

Made for fun and function, this season's styles for boys and girls can go from playground to school without missing a step.

[» View All Kids' Shoes](#)



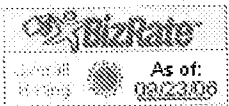
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Bass

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MEN'S

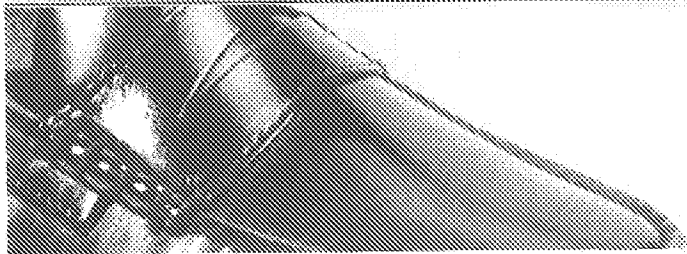
WOMEN'S

KIDS'

SALE

SEARCH

GO



Narrow Your Results:

Any Color

Any Size

Update Results

Sort By:

- Popularity
- Lowest Price
- Highest Price
- Style Name

Display:

- 16 per page
- 48 per page
- 96 per page

Page 1 of 2

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Jump to Page: 80

- > Kids
- > Mens
- > Womens

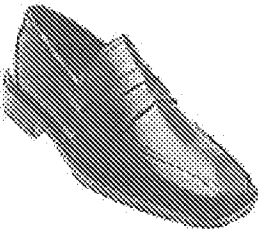
Collections

- Dress
- Loafers
- Sandals
- Casuals
- Bass Originals™

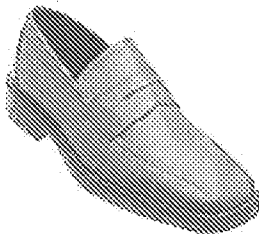
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Bass
Kids' Bently Pre/Grade
(Black)
\$29.99 ON SALE!
was \$34.99
Free Shipping



Bass
Men's Blaisedell
(Black)
\$67.99 ON SALE!
was \$89.99
Free Shipping



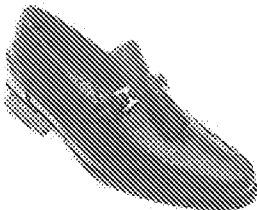
Bass
Men's Blaisedell
(Tan)
\$80.99 ON SALE!
was \$89.99
Free Shipping



Bass
Men's Blaisedell
(Brown)
\$80.99 ON SALE!
was \$89.99
Free Shipping



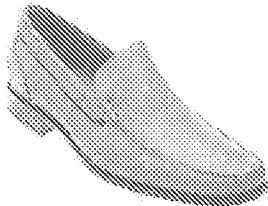
Bass
Men's Derry
(Brown Leather)
\$80.99 ON SALE!
was \$89.99
Free Shipping



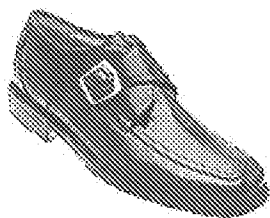
Bass
Men's Donald
(Black Leather)
\$89.99 ON SALE!
was \$99.99
Free Shipping



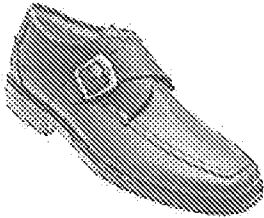
Bass
Men's Donovan
(Black Smooth)
\$80.99 ON SALE!
was \$89.99
Free Shipping



Bass
Men's Dow
(Cork Leather)
\$89.99 ON SALE!
was \$99.99
Free Shipping



Bass
Men's Greenwich
(Black)
\$80.99 ON SALE!
was \$89.99
Free Shipping



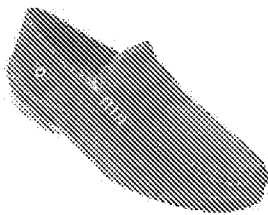
Bass
Men's Greenwich
(Medium Brown)
\$80.99 ON SALE!
was \$89.99
Free Shipping



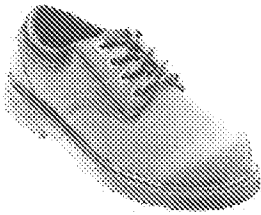
Bass
Men's Martini
(Brown Leather)
\$71.99 ON SALE!
was \$79.99
Free Shipping



Bass
Men's Morro
(Black Smooth)
\$67.99 ON SALE!
was \$89.99
Free Shipping



Bass
Men's Penny Moc
(Mocha Nubuck)
\$67.99 ON SALE!
was \$74.99
Free Shipping



Bass
Men's Tufts
(Light Brown Distress)
\$37.99 ON SALE!
was \$49.99
Free Shipping



Bass
Women's Biondi
(Black)
\$79.99 ON SALE!
was \$99.99
Free Shipping



Bass
Women's Cortney
(White Leather)
\$28.99 ON SALE!
was \$59.99
Free Shipping

Bass

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MEN'S

WOMEN'S

KIDS'

SALE

SEARCH

GO

> Kids

> Mens

> Womens

> Collections

Dress

Loafers

Sandals

Casuals

Bass Originals™

Narrow Your Results:

Any Color

Any Size

Update Results

Sort By:

Popularity

Lowest Price

Highest Price

Style Name

Display:

16 per page

48 per page

96 per page

Page 2 of 2

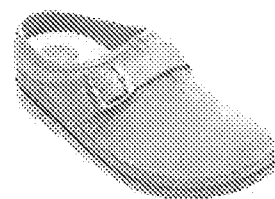
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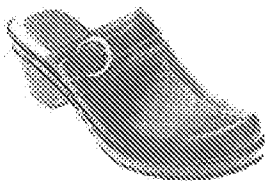
Jump to Page:

Go

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Bass
Women's Delyse
(Tan)
\$44.99 ON SALE!
was \$49.99
Free Shipping



Bass
Women's Leona
(Navy)
\$44.99 ON SALE!
was \$59.99
Free Shipping

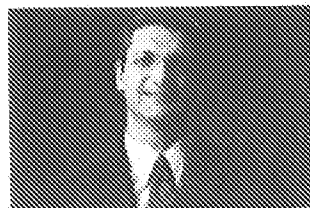
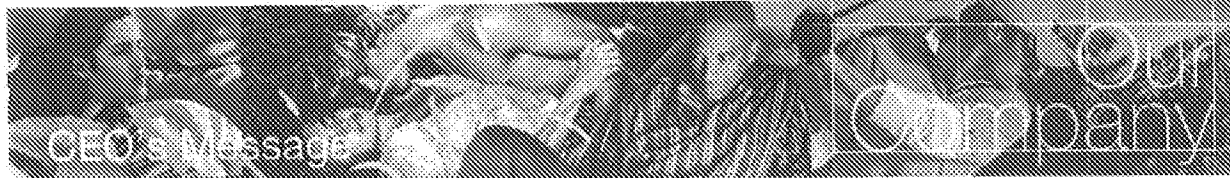


Bass
Women's Tropez
(Brown Multi)
\$34.99 ON SALE!
was \$49.99
Free Shipping



Guidance: Raises Full Year Guidance \$6.43

12.17 +0.24 (+1.97%) Volume: 501,900

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Chief Executive Officer

Dear Fellow Stockholders:

In 2005, our company's results underscored the strong capabilities of the executives who lead each of our divisions, the growing appeal of our brands and the continued wisdom of our multi-brand, multi-channel, multi-price point business strategy.

We improved the performance of each of our business units, as they individually and collectively contributed to significant growth in earnings. We posted excellent financial results, exceeding our quarterly financial projections in all reporting periods. This strong performance drove our stock price higher and significantly enhanced stockholder value and, as a result, raised our market capitalization to over \$1.8 billion on a fully diluted basis.

Notably, this took place in a challenging and dynamic year for our industry. 2005 signaled the elimination of import quotas. Mergers and acquisitions further consolidated the players in the retail industry. The U.S. economy remained unsettled and the impact of rising interest rates and oil prices created uncertainty, challenging consumer confidence and spending patterns. Yet we prospered, in large measure because of the steps our company has taken to build a business that reflects and addresses the intensely competitive, global environment in which we operate.

Performance: Continuing the Momentum

After posting strong results in the previous year, 2005 continued our trajectory, propelled by the success of each of our businesses. Dress Shirts, for the third consecutive year, posted record profitability, return on investment and market share. Sportswear expanded its reach by increasing market share in traditional department and mid-tier department stores through the very successful first full year of sales of our Calvin Klein men's better sportswear line, along with the continued growth in sales of our IZOD, ARROW and Van Heusen sportswear lines. And as our heritage businesses thrived, the transformation of our company, which began with our acquisition of Calvin Klein, continued as this unique licensing business model made its impact felt both operationally and financially.

The capital markets responded to the underlying strength and execution behind this performance with an enthusiastic reaction to the first public offering of the company's common stock since 1992. Although the company received no proceeds from this transaction, the successful completion of a strongly priced secondary offering of more than 7.3 million shares by the holders of our Series B Convertible Preferred Stock underscored the support and respect our company enjoys in the financial markets. The company benefited as the float, or number of shares outstanding, increased, enhancing the liquidity of the stock and broadening our investor base.

Calvin Klein: Maximizing the Potential

We had very high expectations for the Calvin Klein brand when we acquired the Calvin Klein business in 2003. At every turn since, its performance and opportunity for growth have exceeded our expectations. Our Calvin Klein Licensing segment's 2005 operating income increased 18% over the prior year to \$75 million. Global retail sales of goods sold under the Calvin Klein brands reached almost \$4 billion in 2005, as its largest businesses of jeans, underwear and fragrances grew through new product introductions, and entire new product categories came to market through new licensing partnerships. The brand pyramid that we developed - Calvin Klein Collection (black label), ck Calvin Klein (bridge/gray label) and Calvin Klein (better/white label) - provides a clear strategy for targeted product introductions in terms of price position, market segmentation and geography.

Building upon the successful introduction of men's and women's Calvin Klein better sportswear in 2004, the reach of the Calvin Klein brands and their momentum were extended as our licensing partners launched men's and women's better shoes and accessories, men's and women's outerwear, and women's bridge sportswear in the United States last year. Continuing the growth in Asia, our retail partner expanded retail operations to a total of 13 freestanding ck Calvin Klein retail stores selling men's and

women's bridge apparel and accessories.

Globally, additional underwear and jeans stores opened, new innovative underwear products were launched, and five new fragrances were introduced, including a new women's fragrance, euphoria, which became the number one selling fragrance in the holiday season in the U.S. and internationally.

The groundwork has been laid for further growth in Calvin Klein through a number of new licenses granted in 2005, including bridge sportswear in Europe and women's better suits in the U.S., which will both launch in 2006, as well as cosmetics under the ck Calvin Klein Beauty brand launching in 2007. As we have seen over the last two years, the sequence of signing new licenses and the subsequent introduction of product into the marketplace and the continued expansion into new territories is at the center of a dynamic growth pattern, the benefits of which we have only just begun to realize.

Apparel: Maintaining Strong Heritage Businesses

Our Apparel businesses achieved record performance in 2005, with operating income increasing 74% over the prior year to \$174 million. This growth was driven through new product introductions, customer segmentation and garnering wide consumer acceptance, which fueled sales velocity and profitability.

Dress Shirts - In 2005, our Dress Shirt business was characterized by an emphasis on market segmentation and brand strength. This heritage business performed at exceptional levels, validating our strategy of offering unique brands targeted to different market segments and channels of distribution. Our largest brands, Van Heusen and Geoffrey Beene, retained their positions as the number one selling dress shirt in the country and the number one designer dress shirt sold in department stores, respectively. ARROW, still the number one dress shirt brand in the mid-tier channel, continues to increase its penetration. Combined, these brands now represent the top three best-selling shirt brands sold in America. The launch of the Donald J. Trump Signature Collection, and the full year roll-out of CHAPS, Sean John, BCBG Max Azria, BCBG Attitude, Eagle and ck Calvin Klein provided momentum in the face of what is thought of as a slow growth business. Overall, one in three dress shirts sold in the U.S. is a PVH shirt.

We also built the foundation for globalizing our dress shirt business by establishing direct sales and marketing initiatives in Canada and Europe. These efforts will allow us, beginning in 2006, to control directly the sale of Van Heusen, ARROW, Geoffrey Beene, IZOD, Donald J. Trump Signature Collection and Calvin Klein in Canada and to introduce ck Calvin Klein and Calvin Klein Collection dress shirts and ties throughout Europe.

Subsequent to year end, we announced we would close our dress shirt manufacturing facility in Ozark, Alabama, the last such company-owned facility. Trends in global sourcing and pricing pressure from the demand side simply made the cost of the operation no longer justifiable. We were among the last companies in the industry to operate a U.S. plant, and while we regret the loss of jobs, it was an essential step in ensuring that we remain competitive in a changing environment that is being reshaped as a result of the elimination of quotas. The move is consistent with other steps we are taking as we globalize our manufacturing support operations, including the opening of state-of-the-art sourcing support operations headquartered in Hong Kong and Shanghai, China.

Sportswear - Our Sportswear business achieved great success by responding to demands of the marketplace. The business had a record year and exceeded both sales and profit expectations, increasing market share in both department stores and in the mid-tier channel of distribution.

In its first full year of operation, Calvin Klein men's better sportswear increased the number of points of sale from 264 to over 500 doors, and grew square footage in many of its top doors. Consumer and retailer response was strong, and within this segment of the business, the brand is just beginning to reach a scale that we believe will drive significant profitability.

Retail - Our retail businesses today are a key component of our brand management strategy, exposing our brands to a broad and dedicated category of shopper, and, at the same time, extending our product offerings beyond those available at our traditional retail customers.

2005 saw a much healthier environment in the outlet channel and, on our part, a clearly articulated and executed strategy of delivering value to the consumer through better understanding of the desired product content and providing effective promotional selling tools. Both of these factors drove healthy positive comp store sales in each of our outlet store chains and provided above-plan profitability for the group throughout the year.

In addition, we continued to open Calvin Klein stores in premium outlet centers across the country, ending the year with 64 stores. The stellar performance of these stores reaffirms our strategy to develop a chain of approximately 85-90 stores in premium centers over the next three years.

Community Service: Giving Back

In line with our commitment to be involved citizens in every community in which we operate, we responded throughout 2005 to alleviate suffering caused by several natural disasters. Our company and its associates worked together to coordinate the donation of over \$750,000 in cash and product to assist victims of Hurricanes Katrina and Rita in the U.S., the tsunamis in Southeast Asia and the Pakistan earthquake.

In addition, our company and its associates continued to provide crucial support to local agencies in communities all over the world. These endeavors included donating product to orphans in Honduras, building homes for those in need in the United States

Our Company :: CEO's Message

and Mexico, providing support for domestic violence agencies like Safe Horizon and the Resource Center for Women & Their Families, and walking to help fund research to find cures for AIDS, breast cancer, leukemia and lymphoma. The legacy of our associates giving generously of their resources, time and talents continues unabated and is a source of great pride to our company and our people.

Corporate Responsibility: Living Up to Our Commitment

Our company's position in the global marketplace gives it a special responsibility both to its associates and to the men and women around the world who work for our suppliers. We take this responsibility very seriously and are committed to the principle that we will put human issues first, strive to improve the quality of life and uphold the rights of our associates, their families and those in their communities. Our commitment to this standard extends to those with whom we do business and we demand that they also adhere to these principles.

To our associates, this commitment means, among other things, providing career advancement opportunities. In 2005, we continued our initiative to prepare future leaders in the organization, as well as to provide our workforce with a variety of training and development opportunities.

To those who work for our suppliers, especially abroad, our company strives to ensure that working conditions are up to standard. In May, after a three-year implementation, our company was accredited by the Fair Labor Association, an independent international organization that works to protect workers' rights. The Board of this organization praised our company for "an exemplary display of leadership in the spirit of corporate responsibility," recognizing us for enforcing a rigorous code of conduct in factories where our products are made. This accreditation is a significant acknowledgement that our company is living up to the principles and standards that it established for itself.

The Future: Following the Vision

It was a great honor in February to be named Chief Executive Officer of Phillips-Van Heusen. I am grateful to the Board of Directors for its confidence and trust in me and I am delighted that Bruce Klatsky has agreed to continue as Chairman to help ensure a smooth transition. I am well aware that I have taken the reins at PVH at a highpoint in our company's history. Yet, I am convinced that the progress we have made in the past three years can continue and even accelerate if we adhere to the vision and strategy we have in place. In 2005, we refined our business model, demonstrated our ability to execute against it and mapped an even brighter future. With the guidance of our Board, hard work of our associates, capabilities of our managers and support of our stockholders, I am confident we can continue to realize our vision, establish new objectives and enable our company to reach unprecedented heights.

Our Brands

Join Our Team

Corporate Responsibility

Investor Relations

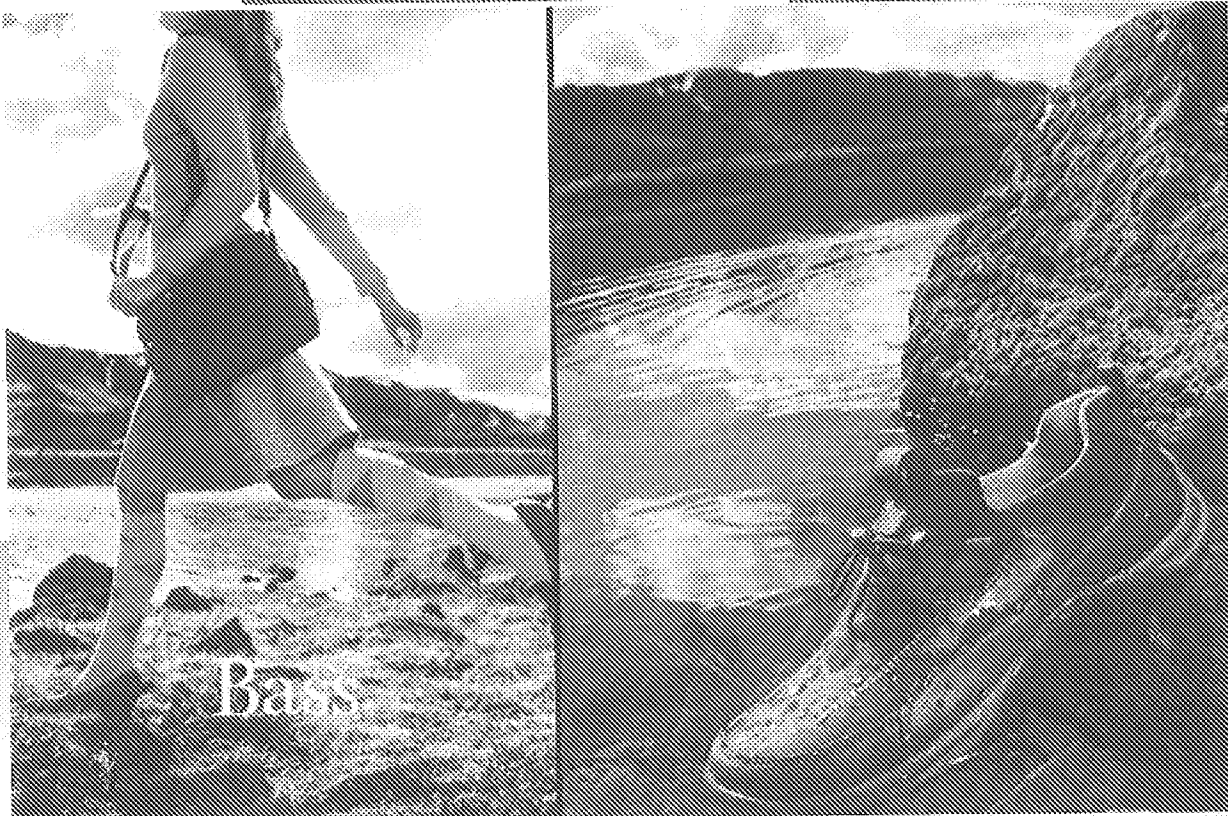
Logistics

Privacy

Contacts

Store Locator

Site Map



Bass is a leading provider of casual and dress footwear for men, women and children. In 2004, PVH exited the wholesale footwear business by licensing the Bass brand to Brown Shoe Company for wholesale distribution on a worldwide basis. Brown Shoe Company, a leader in footwear marketing, is a company that has both the size and expertise to grow the Bass and G.H. Bass & Co. business.



Boats 2nd Quarter Guidance - Raised Full Year Guk 42.17 +0.24(+0.57%) Volume: 501,900

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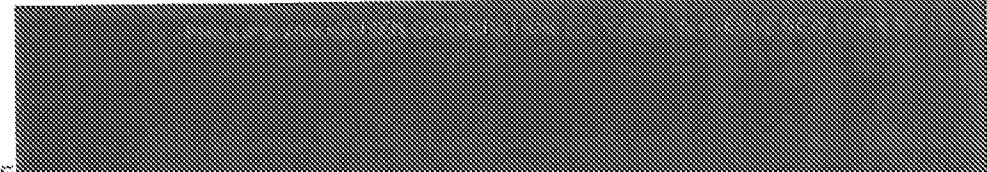
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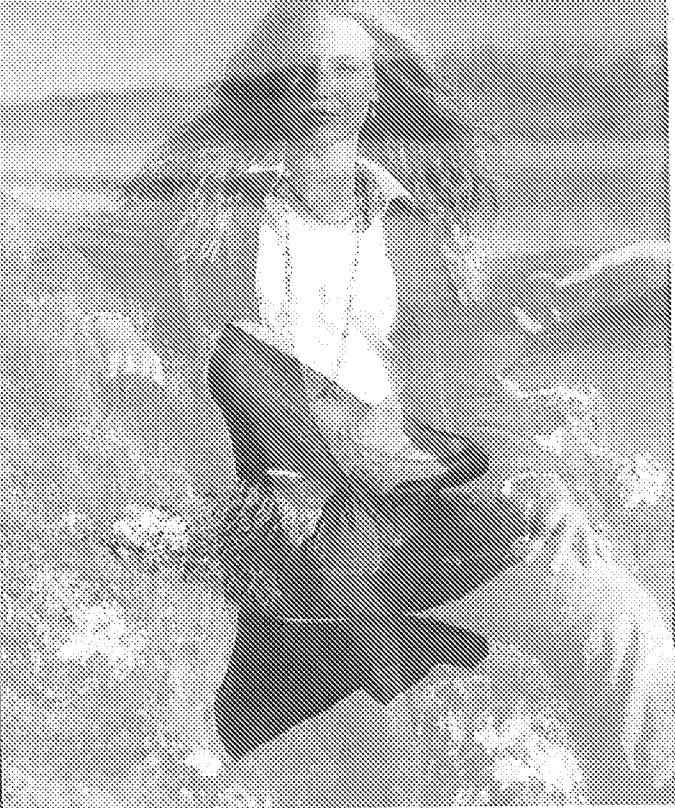
Focused and Poised

Bass is a leading provider of casual and dress footwear for men, women and children. In 2004, PVH exited the wholesale footwear business by licensing the Bass brand to Brown Shoe Company for wholesale distribution on a worldwide basis. Brown Shoe Company, a leader in footwear marketing, is a company that has both the size and expertise to grow the Bass and G.H. Bass & Co. business.



Year Guidance \$0.13 42.17 +0.24 (+0.57%) Volume: 501,900

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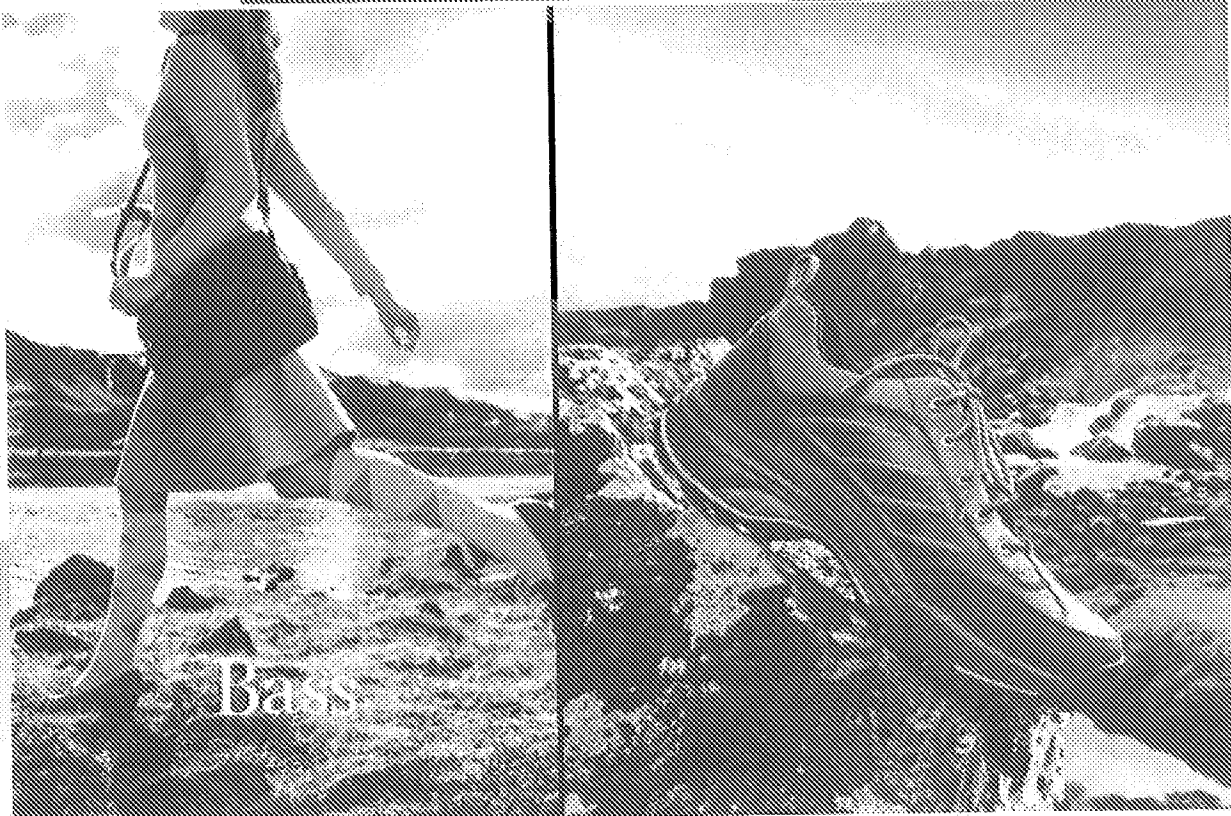
Focused and Poised

Bass is a leading provider of casual and dress footwear for men, women and children. In 2004, PVH exited the wholesale footwear business by licensing the Bass brand to Brown Shoe Company for wholesale distribution on a worldwide basis. Brown Shoe Company, a leader in footwear marketing, is a company that has both the size and expertise to grow the Bass and G.H. Bass & Co. business.



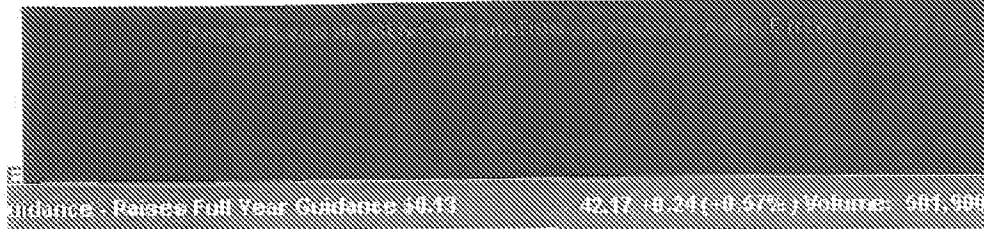
Bass Full Year Guidance \$9.13

47.17 -0.24 (-0.57%) Volume: 501,906

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Focused and Poised

Bass is a leading provider of casual and dress footwear for men, women and children. In 2004, PVH exited the wholesale footwear business by licensing the Bass brand to Brown Shoe Company for wholesale distribution on a worldwide basis. Brown Shoe Company, a leader in footwear marketing, is a company that has both the size and expertise to grow the Bass and G.H. Bass & Co. business.


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Looking for a Bass Outlet store location?

Please contact Bass Customer Service at 1-800-950-2277 for a retail outlet store near you.



EXHIBIT 3

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,509,333

Registered Oct. 18, 1988

**TRADEMARK
PRINCIPAL REGISTER**



G.H. BASS & CO. (DELAWARE CORPORATION)
360 U.S. ROUTE 1
FALMOUTH, ME 04105

FOR: FOOTWEAR, MEN'S WEARING APPAREL —NAMELY, SHIRTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1968; IN COMMERCE 0-0-1968.
OWNER OF U.S. REG. NO. 1,174,353 AND OTHERS.

SER. NO. 714,551, FILED 3-3-1988.

ANNE L. CORNELIUS, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,580,532

Registered June 18, 2002

**TRADEMARK
PRINCIPAL REGISTER**

G.H. BASS & CO.

PHILLIPS-VAN HEUSEN CORPORATION (DELA-
WARE CORPORATION)
1290 AVENUE OF THE AMERICAS
NEW YORK, NY 10104

FOR: MEN'S, WOMEN'S, BOYS' AND GIRLS',
CLOTHING, NAMELY, SHIRTS, SHORTS, PANTS,
SWEATERS, TEE-SHIRTS, WIND RESISTANT
JACKETS, SWIMSUITS, PAJAMAS, UNDERWEAR,
CAPS, SOCKS AND HATS, IN CLASS 25 (U.S. CLS. 22
AND 39).

FIRST USE 8-0-1996; IN COMMERCE 8-0-1996.

OWNER OF U.S. REG. NOS. 1,432,478, 1,850,358
AND OTHERS.

SER. NO. 75-318,389, FILED 7-2-1997.

PAULA MAYS, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,590,122

United States Patent and Trademark Office

Registered July 9, 2002

**TRADEMARK
PRINCIPAL REGISTER**

BASS

PHILLIPS-VAN HEUSEN CORPORATION (DELA-
WARE CORPORATION)
1290 AVENUE OF THE AMERICAS
NEW YORK, NY 10104

FOR: MEN'S, WOMEN'S, BOYS' AND GIRLS',
CLOTHING, NAMELY SHIRTS, SHORTS, PANTS,
SWEATERS, TEE-SHIRTS, WIND RESISTANT
JACKETS, JACKETS, SWIMSUITS, PAJAMAS, UN-
DERWEAR, CAPS, SOCKS AND HATS, IN CLASS 25
(U.S. CLS. 22 AND 39).

FIRST USE 2-2-1985; IN COMMERCE 2-2-1985.

OWNER OF U.S. REG. NOS. 598,803, 1,637,659 AND
OTHERS.

SER. NO. 75-318,388, FILED 7-2-1997.

PAULA MAYS, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,682,644

Registered Feb. 4, 2003

**TRADEMARK
PRINCIPAL REGISTER**

G. H. BASS

PHILLIPS-VAN HEUSEN CORPORATION (DELA-
WARE CORPORATION)
200 MADISON AVENUE
NEW YORK, NY 10016

OWNER OF U.S. REG. NOS. 1,432,487 AND
1,435,033.

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND
39).

SER. NO. 76-279,996, FILED 7-3-2001.

FIRST USE 0-0-1910; IN COMMERCE 0-0-1910.

ROGER BORA, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 3,172,087

United States Patent and Trademark Office

Registered Nov. 14, 2006

TRADEMARK
PRINCIPAL REGISTER



PHILLIPS-VAN HEUSEN CORPORATION (DELA-
WARE CORPORATION)
200 MADISON AVENUE
NEW YORK, NY 10016

FOR: PANTS, SHORTS, SHIRTS, T-SHIRTS,
SWEATERS, SWEATSHIRTS, SWEATPANTS, JACK-
ETS, SKIRTS AND DRESSES, IN CLASS 25 (U.S. CLS.
22 AND 39).

FIRST USE 5-31-2004; IN COMMERCE 5-31-2004.

OWNER OF U.S. REG. NOS. 598,803, 2,682,644,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "AMERICA" AND "COMPANY",
APART FROM THE MARK AS SHOWN.

SN 78-397,297, FILED 4-6-2004.

JOHN GARTNER, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Bass
body + soul

Word Mark	BASS BODY + SOUL G.H. BASS & CO. SINCE 1876
Goods and Services	IC 025. US 022 039. G & S: Clothing, namely, pajamas, camisoles and shorts
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Design Search Code	
Serial Number	78287412
Filing Date	August 14, 2003
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	August 23, 2005
Owner	(APPLICANT) Phillips-Van Heusen Corporation CORPORATION DELAWARE 200 Madison Avenue New York NEW YORK 10016
Attorney of Record	Edward E. Vassallo, Esq.
Prior Registrations	1432487;1435033;1645313;2249226;2580532;2682644;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "& CO. SINCE 1876" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL

Other Data

The name "G.H. BASS" does not identify a living individual.

**Live/Dead
Indicator****LIVE**

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